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Docket No.: 208366US6CONT

COMMISSIONER FOR PATENTS
ALEXANDRIA, VIRGINIA 22313

RE: Application Serial No.: 09/751,113
Applicants: Tomoko TERAKADO, et al.
Filing Date: December 29, 2000
For: CONTROL DEVICE, CONTROL METHOD, ELECTRIC APPARATUS, CONTROL METHOD OF AN ELECTRIC APPARATUS, ELECTRIC APPARATUS SYSTEM, CONTROL METHOD OF AN ELECTRIC APPARATUS SYSTEM, AND TRANSMISSION MEDIUM
Group Art Unit: 2676
Examiner: SAJOUS, W.

SIR:

Attached hereto for filing are the following papers:

APPEAL BRIEF WITH APPENDICES

Our credit card payment form in the amount of **$500.00** is attached covering any required fees. In the event any variance exists between the amount enclosed and the Patent Office charges for filing the above-noted documents, including any fees required under 37 C.F.R 1.136 for any necessary Extension of Time to make the filing of the attached documents timely, please charge or credit the difference to our Deposit Account No. 15-0030. Further, if these papers are not considered timely filed, then a petition is hereby made under 37 C.F.R. 1.136 for the necessary extension of time. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

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DOCKET NO: 208366US6CONT

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF	:	
TOMOKO TERAKADO, ET AL.	:	EXAMINER: SAJOUS, W.
SERIAL NO: 09/751,113	:	
FILED: DECEMBER 29, 2000	:	GROUP ART UNIT: 2676
FOR: CONTROL DEVICE, CONTROL METHOD, ELECTRIC APPARATUS, CONTROL METHOD OF AN ELECTRIC APPARATUS, ELECTRIC APPARATUS SYSTEM, CONTROL METHOD OF AN ELECTRIC APPARATUS SYSTEM, AND TRANSMISSION MEDIUM	:	

APPEAL BRIEF

COMMISSIONER FOR PATENTS
ALEXANDRIA, VIRGINIA 22313

SIR:

This is an Appeal Brief of the Final Rejection dated October 5, 2004, which finally rejected Claims 33, 34, 37-57, 60-71, 74-84, 87-96 and 99-119. A Notice of Appeal from this Final Rejection was timely filed on February 7, 2005.

I. REAL PARTY IN INTEREST

The real party in interest in this Appeal is the assignee Sony Corporation.

II. RELATED APPEALS AND INTERFERENCES

Appellants' legal representative and assignee are aware of no appeals which will directly affect or be directly affected or have any bearing on the board's decision in this Appeal.

III. STATUS OF THE CLAIMS

Claims 33, 34, 37-57, 60-71, 74-84, 87-96 and 99-119 stand finally rejected, and are appealed herewith. A clean copy of the pending Claims is attached in the claims appendix. Claim 33 is discussed herein as exemplary of the rejections of record.

Independent Claims 47-49, 53-56, 70, 83 and 95 recite substantially parallel subject matter, but are directed to alternative statutory subject matter than Claim 33. Therefore, the claimed elements in each of independent Claims 33, 47-49, 53-55, 70, 83 and 95, correspond to similar portions of the specification, as described above, in relation to independent Claim 33.

IV. STATUS OF THE AMENDMENTS

After the Final Office Action of October 5, 2004, an amendment amending Claims 47, 48, 53 and 56, and canceling Claims 54 and 55 was filed on December 6, 2004. The Advisory Action mailed on January 7, 2005, indicated that this amendment would not be entered for purposes of Appeal. Specifically, the Advisory Action indicated that the proposed amendment raised new issues that would require further search and/or consideration. However, in a telephone conversation with Examiner Sajous on March 4, 2005, he indicated that the Amendment filed December 6, 2004, would be entered for purposes of appeal as noted by the Supplemental Advisory Action dated March 22, 2005.

V. SUMMARY OF THE CLAIMED SUBJECT MATTER

Appellants' claims are directed to a system which receives, at a television receiver, a broadcast signal including a control signal and additional information which is extracted and transmitted to a remote control device.[1] The television receiver is configured to extract advertising information embedded amongst the broadcast program information and automatically transmit this information to the remote control device.[2] The remote control device then determines whether advertisement information is received from the television receiver and alerts the user.[3] The advertisement information, which may include coupon information, is then displayed on the remote control device and the user may press a button causing the remote control device to store the coupon and corresponding advertisement information in the memory of the remote control device.[4] The stored advertising or coupon information may then be extracted and redeemed at a store or at a website over a network connection to redeem the value of the coupon.[5]

Independent Claim 33 recites a control device which controls, by transmitting a control signal, an electric apparatus including an extraction unit and an electric apparatus transmitting unit, the electric apparatus transmitting unit for transmitting additional information extracted by the extraction unit to a receiver. Specifically, Claim 33 recites that the controller includes a transmitting unit configured to transmit the control signal to the electric apparatus, and a receiver configured to receive the additional information transmitted by the electric apparatus.[6] An output unit is provided which outputs the additional information received by the receiver to the display device, and a memory configured to store

[1] Specification at page 13, lines 3-9.
[2] Specification at page 29, lines 10-13.
[3] Specification at page 29, line 14 – page 30, line 4.
[4] Specification at pages 30 and 31.
[5] Specification at page 31, line 19 – page 32, line 2.
[6] Specification at page 15, line 17-page 16, line 6..

at least a portion of the additional information.[7] The device also includes an erasing unit configured to delete the additional information from the memory.[8]

Claim 33 further recites that the additional information includes advertisement information received by the electric apparatus which includes coupon information and is stored in a memory of the control device when the user selects this coupon information.[9]

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

Applicants respectfully request the Board to review on this Appeal (A) the rejection of Claims 33, 34, 38-55, 63 and 109-115 under 35 U.S.C. § 103(a) as unpatentable over Goldstein (U.S. Patent No. 5,410,326, hereinafter "Goldstein") in view of Holman (U.S. Patent No. 5,287,181, hereinafter "Holman"); (B) the rejection of Claims 56-57, 60-71, 74-84, 87-96 and 99-108 under 35 U.S.C. § 103(a) as unpatentable over Goldstein in view of Holman, and in further view of Kishtaka (U.S. Patent No. 6,084,643, hereinafter "Kishtaka"); and (C) the rejection of Claim 37 under 35 U.S.C. § 103(a) as unpatentable over Goldstein in view of Holman and in further view of Maa (U.S. Patent No. 5,818,935, hereinafter "Maa").

VII. ARGUMENT

A. Differences between the subject matter of independent Claims 33 and fair suggestions of the applied references have not been correctly ascertained.

Under 35 U.S.C. § 103, the differences between the prior art and the claims at issue must be correctly ascertained. *See* Graham v. John Deere, Co., 383 US1, 17 (1966). This well established rule, not withstanding the Final Rejection of October 5, 2004, fails to reasonably interpret the language of the claims and the teachings and fair suggestions of the

[7] Specification at page 15, lines 12-21, and page 16, lines 9-15.
[8] Specification at page 14, lines 17-20.
[9] Specification at page 31, line 13 – page 32, line 2.

applied references and, accordingly, fails to correctly ascertain the differences between the prior art and the claims at issue.

1. Goldstein (storing advertising information)

The Final Action dated October 5, 2004, states that Goldstein teaches of suggests all of the Applicants' claim limitations with the exception of storing coupon information in a memory when a user selects the coupon information and deleting the information stored in memory.[10] Applicants respectfully submit that Goldstein fails to teach or suggest the elements of Claim 33 for which it is asserted as a primary reference under 35 U.S.C. § 103.

Goldstein relates to a programmable remote control device for interacting with a plurality of remotely controlled devices. Goldstein describes a handheld device permitting the automated dialing of a telephone number based on the actuation of a preprogrammed switch on the device.[11] Goldstein's device also includes a RAM memory module (90) and a ROM memory module (91). The ROM memory (91) is used to store various operating system components allowing the processor to perform specific required functions.[12] The RAM memory (90) is used to store icons representing services, to which the user of the device has subscribed, and further information such as operating system instructions downloaded to the remote control device.[13] Further, Goldstein describes that the favorite channel information is stored in RAM (90) based on keypad inputs from the user.[14]

Claim 33 recites, *inter alia*:

> "A control device which controls, by transmitting a control signal, an electric apparatus including an extraction unit and an electric apparatus transmitting unit, said electric apparatus transmitting unit for transmitting additional information extracted by said extraction unit to a receiver, that receives information transmitted via a transmission medium, comprising:

[10] Final Action of October 5, 2004, at page 4, lines 4-6.
[11] Goldstein at Abstract.
[12] Goldstein at column 12, lines 34-47.
[13] Id.
[14] Goldstein at column 26, lines 27-39.

> ...the receiver configured to receive the additional information transmitted by the electric apparatus...
> a memory configured to store at least a portion of said additional information; and
> an erasing unit configured to delete said information stored in said memory,
> wherein the additional information includes advertisement information included in the information received by the electric apparatus,
> wherein the advertisement information includes coupon information, and
> wherein the coupon information is stored in said memory when a user selects the coupon information."

The Advisory Action of January 7, 2005, states:

> "It is noted that the features upon which the applicant relies (i.e. storing information received at the remote control device from an external input) are not recited in the rejected Claims."[15]

However, as cited above, Claim 33 clearly recites "said electric apparatus transmitting unit for transmitting additional information extracted by said extraction unit to a receiver" and ***"the receiver configured to receive the additional information transmitted by the electric apparatus"*** and the control device also comprises ***"a memory configured to store at least a portion of said additional information"***. Accordingly, the Advisory Action's assertion that that claims do not recite "storing information received at the remote control device from an external input" is clearly unfounded.

The Advisory Action of January 7, 2005, further states:

> "...since in Goldstein the remote controller 5 has a memory RAM 90 for storing information. At fig. 17, item 262 that is configured to write messages to RAM. ...it is the Examiner's interpretation that the downloaded information message corresponds to advertising information since part of Goldstein's concerns is to transmit consumer products to the user using a remote controller."[16] (emphasis added)

[15] Advisory Action of January 7, 2005, at page 2.
[16] Id.

In this regard, Claim 33 clearly recites "...electric apparatus transmitting unit for transmitting additional information extracted by said extracting unit to a receiver...the receiver configured to receive the additional information transmitted by the electric apparatus...a memory configured to store at least a portion of said additional information... and wherein the additional information includes advertisement information included in the information received by the electric apparatus".

In contrast, Goldstein describes that a message, which is embedded in broadcast data and contains all information necessary for conducting business with a sponsoring party, is received in a television receiver and displayed on to a user.[17] When this message is displayed, the user may capture and place an order in response to the message, by pointing the remote control toward the television.[18] Goldstein describes that the remote control device may be used to "capture" messages included in the video programming.[19] This "captured" information includes

> "the day of broadcast 603, the calendar month and weekday of the broadcast 604, the time of the broadcast 605, the channel identifier 606, and a message ID 607."[20]

None of the information transmitted to the remote control device could reasonably be considered ***advertising information***, the information transmitted to the remote control device is simply tracking data and contains no information related to advertising whatsoever. Accordingly, Goldstein clearly does not teach or suggest ***receiving the additional information which includes advertising information (extracted by the electric apparatus) transmitted by the electric apparatus*** and ***the control device having a memory configured to store said advertising information in a memory***, as recited in Claim 33.

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[17] Goldstein at col. 30, lines 11-26.
[18] Goldstein at col. 30, lines 26-30.
[19] Goldstein at col. 30, lines 30-32.
[20] Goldstein at col. 30, lines 33-39.

As the disclosure of Goldstein is deficient with regard to the claimed feature of transmitting the advertising information extracted in the extracting step to the control device and storing the advertising information received by the device in memory, reversal of this rejection is believed to be in order for this deficiency alone. The foregoing discussion outlines additional rationale for reversing the rejection.

2. There is no Motivation or Suggestion to Combine Goldstein and Holman Relative to the Rejection of Claims 33, 47-49, 53-56, 70, 83 and 95.

The Final action dated October 5, 2004, states that it would have been obvious to combine the teachings of Goldstein with Holman because

> "...so that coupons stored in the memory can be electronically redeemed by the user for personal use."[21]

When an obviousness determination is based on multiple prior art references, there must be a showing by the patent examiner of some "teaching, suggestion, or reason" to combine the references. Gambro Lundia AB v. Baxter Healthcare Corp., 110 F.3d 1573, 1579, 42 USPQ2d 1378, 1383 (Fed. Cir. 1997) (also noting that the "absence of such a suggestion to combine is dispositive in an obviousness determination"). Whether motivation to combine the references is shown is a question of fact. *See* In re Dembiczak, 175 F.3d 994, 1000, 50 USPQ2d 1614, 1617 (Fed. Cir. 1999). Evidence of a suggestion, teaching, or motivation to combine prior art references may flow, *inter alia*, from the references themselves, the knowledge of one of ordinary skill in the art, or from the nature of the problem to be solved. *See* Dembiczak, 175 F.3d at 999, 50 USPQ2d at 1617. Although a reference need not expressly teach that the disclosure contained therein should be combined with another, *See* Motorola, Inc. v. Interdigital Tech. Corp., 121 F.3d 1461, 1472, 43 USPQ2d 1481, 1489 (Fed. Cir. 1997), the showing of combinability, in whatever form, must

[21] Final Action of October 5, 2004, at page 4, lines 12-15.

nevertheless be "clear and particular." Dembiczak, 175 F.3d at 999, 50 USPQ2d at 1617. "Trade-offs often concern what is feasible, not what is, on balance, desirable. Motivation to combine requires the latter." Winner International Royalty Corp. v. Wang, 202 F.3d 1340, 53 USPQ2d 1580, 1587 (Fed. Cir. 2000). Interpreting the Supreme Court's decision in Dickinson v. Zurko, 527 U.S. 150, 50 USPQ2d 1930 (1999) regarding standard of review in patent matters, the CAFC determined that when upholding a rejection of a claimed invention in an appeal, the CAFC must find that the decision by the U.S. Patent and Trademark Office Board of Appeals and Interferences is supported by "substantial evidence," In re Gartside, 203 F.3d 1305, 53 USPQ2d 1769 (Fed. Cir. 2000). Accordingly, for a rejection based on combination of references to be proper requires that the rejection be supported by substantial evidence that the motivation to combine references was not merely feasible, but desirable.

There is no discernable suggestion or motivation to combine the teachings of Holman with Goldstein to provide a control device for storing coupons. The memory to which selected information is stored in Holman is located in an external, dedicated processing device which interfaces directly with a television. Therefore, modifying Goldstein with the teachings of Holman, to the extent possible, would make Goldstein's device unfit for its intended purpose because it would result in the addition of another device having no controller functionality. In other words, Holman teaches away from the Applicants' claimed invention of enabling the user to receive and store advertising information by way of a single remote control device.

A reference may be said to teach away when a person or ordinary skill in the art, upon reading the reference, would be discouraged from following the path set out in the reference, or would be lead in a direction divergent from the path that was taken by the Applicant. In re Gurley, 31 USPQ2d 1130, 1131 (Fed. Cir. 1994). To this end, "disclosures in the references

that diverge and teach away from the invention cannot be disregarded", Philips Petroleum Company v. U.S. Steel Corp., 9 USPQ2d 1461 (Fed. Cir. 1989).

In rejecting a claim under 35 U.S.C. § 103(a), the USPTO must support its rejection by "substantial evidence" within the record and by "clear and particular" evidence of a suggestion, teaching or motivation to combine the teachings of different references, all as noted above. As further discussed above, there is no substantial evidence, nor clear and particular evidence, within the record of motivation for modifying Goldstein in the manner suggested by the Official Action, in fact the motivation suggests teaches away from Applicants' device.

B. For at Least the Reasons Discussed Above, Claims 56-57, 60-71, 74-84, 87-96 and 99-108 are Patentable Over the Applied References.

As discussed above, Goldstein, neither alone nor in combination with Holman, teaches nor suggests storing additional information provided from a control device at a memory included in a receiving device, as recited in Claim 53. Likewise, Kishtaka fails to remedy this deficiency, and therefore, none of the cited references either alone or in combination disclose or suggest Applicants' Claims 56-57, 60-71, 74-84, 87-96, and 99-108 which include the above-distinguished limitations by virtue of independent recitation or dependency. Therefore, the Final Action of October 5, 2004, fails to provide a *prima facie* case of obviousness with regard to any of these claims.

C. For at Least the Reasons Discussed Above, Claim 37 Also Patentably Defines Over the Applied References.

The features of Claim 37 were previously addressed with regard to the combination of Goldstein and Holman above. As Maa is not relied upon to provide the features identified as deficient in the combination of Goldstein and Holman and Maa is not substantively addressed herewith, and it is respectfully requested, for at least the reasons discussed above, that this rejection be withdrawn.

CONCLUSION

It is believed to be clear that the Final Rejection fails to properly analyze the claimed subject matter, to properly interpret the teachings and fair suggestions of the applied references, and to properly determine the differences between this claimed subject matter and the applied references. Accordingly, it is believed to be clear that there has been no establishment of a proper *prima facie* case if obviousness and that speculation and unfounded motivations have been substituted for facts absent from the record. Under these conditions, it is clear that the rejections offered by the Examiner must be reversed.

Respectfully submitted,

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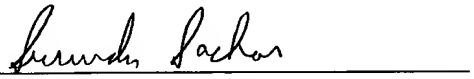

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VIII. CLAIMS APPENDIX

1-32 (Canceled).

33. A control device which controls, by transmitting a control signal, an electric apparatus including an extraction unit and an electric apparatus transmitting unit, said electric apparatus transmitting unit for transmitting additional information extracted by said extraction unit to a receiver, that receives information transmitted via a transmission medium, comprising:

a transmitting unit configured to transmit the control signal to the electric apparatus;

the receiver configured to receive the additional information transmitted by the electric apparatus;

an output unit configured to output the additional information received by the receiver to a display device;

a memory configured to store at least a portion of said additional information; and

an erasing unit configured to delete said information stored in said memory,

wherein the additional information includes advertisement information included in the information received by the electric apparatus,

wherein the advertisement information includes coupon information, and

wherein the coupon information is stored in said memory when a user selects the coupon information.

34. The device of claim 33, wherein the additional information is an EPG that is included in the information received by the electric apparatus.

35-36 (Canceled).

37. The device of claim 33, wherein the advertisement information includes URL information.

38. The device of claim 33, further comprising:

a selecting unit configured to select information from the additional information received by the receiver, wherein said memory is configured to store the information selected by the selection unit.

39. The device of claim 33, further comprising:

a second unit configured to select information from the additional information; and

a second transmitting unit for transmitting the information selected by the second selecting unit to a second electric apparatus.

40. The device of claim 39, wherein the second electric apparatus is a recording apparatus, and wherein the recording apparatus performs a recording reservation based on the information transmitted from the control device.

41. The device of claim 39, wherein the second electric apparatus is a personal computer, and wherein the personal computer accesses a server based on the information transmitted from the control device.

42. The device of claim 33, further comprising a notifying unit configured to notify a user of reception of the additional information when the receiver automatically receives the additional information.

43. The device of claim 33, wherein the control device instructs the electric apparatus to transmit the additional information.

44. The device of claim 33, further comprising a mechanism configured to notify a user of reception of the additional information when the receiving means receives the additional information that is transmitted in response to an instruction that was issued from the control device.

45. The device of claim 33, wherein the output mechanism outputs part of the additional information which relates to a channel of current reception of the electric apparatus.

46. The device of claim 33, wherein the output mechanism outputs part of the additional information which relates to information that will be received by the electric apparatus from a present time onward.

47. A transmission medium for transmitting a computer program that is used in a control device which controls, by transmitting a control signal, an electric apparatus that receives information transmitted via the transmission medium, the computer program causing a device to implement a method, comprising:

transmitting the control signal to the electric apparatus;

receiving additional information that has been extracted from the information and transmitted by the electric apparatus;

outputting the additional information received in the receiving step to a display device;

storing at least a portion of said additional information in a memory; and

selectively deleting said additional information stored in said memory.

48. A control method, comprising the steps of:

storing a computer program transmitted via a transmission medium, configured for transmitting said computer program that is used in a control device which controls, by transmitting a control signal, an electric apparatus that receives information transmitted via the transmission medium, executing the computer program to cause a device to implement the method, including:

transmitting the control signal to the electric apparatus;

receiving additional information that has been extracted from the information and transmitted by the electric apparatus;

outputting the additional information received in the receiving step to a display device;

storing at least a portion of said additional information in a memory;

selectively deleting said information stored in said first memory; and

performing a control by using the computer program.

49. An electric apparatus which receives information that is transmitted via a transmission medium and performs an operation in accordance with a control signal that is transmitted from a control device, comprising:

a first receiving unit configured to receive the control signal transmitted from the control device;

a controller configured to perform a control in accordance with the control signal received by the first receiving unit;

a second receiving unit configured to receive the information transmitted via the transmission medium;

an extracting unit configured to extract additional information from the information received by the second receiving unit; and

a transmitting unit configured to transmit the additional information extracted by the extracting unit to the control device,

wherein the control device is configured to store said additional information in a memory and selectively delete said additional information; and

wherein the additional information includes advertisement information included in the information received by the electric apparatus,

wherein the advertisement information includes coupon information, and

wherein the coupon information is stored in said memory when a user selects the coupon information.

50. The apparatus of Claim 49, wherein the electric apparatus is a personal computer.

51. The apparatus of claim 49, wherein the electric apparatus is a television receiver.

52. The apparatus of claim 49, wherein the electric apparatus is a recording apparatus.

53. A control method of an electric apparatus which receives information that is transmitted via a transmission medium and performs an operation in accordance with a control signal that is transmitted from a control device, comprising the steps of:

receiving the control signal transmitted from the control device;

performing a control in accordance with the control signal received in the first receiving step;

receiving the information transmitted via the transmission medium;

extracting additional information from the information received in the second receiving step; and

transmitting the additional information extracted in the extracting step to the control device,

wherein the control device is configured to store said additional information in a memory and selectively delete said additional information; and

wherein the additional information includes advertisement information included in the information received by the electric apparatus,

wherein the advertisement information includes coupon information, and

wherein the coupon information is stored in said memory when a user selects the coupon information.

54-55 (Canceled).

56. A control device which controls, by transmitting a control signal, an electric apparatus including an extraction unit and an electric apparatus transmitting unit, said electric apparatus transmitting unit for transmitting additional information extracted by said

extraction unit to a receiver, that receives information transmitted via a transmission medium, comprising:

transmitting mechanism configured to transmit the control signal to the electric apparatus;

receiving mechanism configured to receive the additional information;

output mechanism configured to output the additional information received by the receiving means to a display device;

selecting mechanism configured to select information from the additional information received by the receiving means; and

a detachable storing mechanism configured to store the information selected by the selecting means;

wherein the detachable storing mechanism includes an IC card,

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the advertisement information includes coupon information,

wherein the coupon information is stored in said storage mechanism when a user selects the coupon information.

57. The device of claim 56, wherein the additional information is an EPG that is included in the information received by the electric apparatus.

58-59 (Canceled).

60. The device of claim 56, wherein the advertisement information includes URL information.

61. The device of claim 56, further comprising erasing mechanism configured to erase the information stored in the detachable storing means.

62. The device of claim 56, further comprising:

second selecting mechanism configured to select information from the additional information stored in said detachable storing unit; and

second transmitting means for transmitting the information selected by the second selecting means to a second electric apparatus.

63. The device of claim 62, wherein the second electric apparatus is a recording apparatus, and wherein the recording apparatus performs a recording reservation based on the information transmitted from the control device.

64. The device of claim 62, wherein the second electric apparatus is a personal computer, and wherein the personal computer accesses a server based on the information transmitted from the control device.

65. The device of claim 56, further comprising notifying mechanism configured to notify a user of reception of the additional information when the receiving means automatically receives the additional information.

66. The device of claim 56, wherein the control device instructs the electric apparatus to transmit the additional information.

67. The device of claim 56, further comprising a notifying mechanism configured to notify a user of reception of the additional information when the receiving means receives the additional information that is transmitted in response to an instruction that was issued from the control device.

68. The device of claim 56, wherein the output mechanism outputs part of the additional information which relates to a channel of current reception of the electric apparatus.

69. The device of claim 56, wherein the output mechanism outputs that part of the additional information which relates to information that will be received by the electric apparatus from a present time onward.

70. A control device which controls, by transmitting a control signal, an electric apparatus that receives information transmitted via a transmission medium, comprising:

transmitting mechanism configured to transmit the control signal to the electric apparatus;

receiving mechanism configured to receive additional information that has been extracted from the received information and transmitted by the electric apparatus;

output mechanism configured to output the additional information received by the receiving means to a display device;

selecting mechanism configured to select information from the additional information received by the receiving means;

a detachable storing mechanism configured to store the information selected by the selecting means; and

erasing mechanism configured to erase the information stored in the detachable storing means,

wherein said electric apparatus includes extraction means and an electric apparatus transmitting means, said electric apparatus transmitting means for transmitting the additional information extracted by said extraction unit to said receiving means,

wherein the additional information includes advertisement information included in the information received by the electric apparatus, and

wherein the coupon information is stored in said detachable storing mechanism when a user selects the coupon information.

71. The device of claim 70, wherein the additional information is an EPG that is included in the information received by the electric apparatus.

72-73 (Canceled).

74. The device of claim 70, wherein the advertisement information includes URL information.

75. The device of claim 70, further comprising:

second selecting mechanism configured to select information from the additional information stored in the second storing means; and

second transmitting mechanism configured to transmit the information selected by the second selecting means to a second electric apparatus.

76. The device of claim 75, wherein the second electric apparatus is a recording apparatus, and wherein the recording apparatus performs a recording reservation based on the information transmitted from the control device.

77. The device of claim 75, wherein the second electric apparatus is a personal computer, and wherein the personal computer accesses a server based on the information transmitted from the control device.

78. The device of claim 70, further comprising a notifying mechanism configured to notify a user of reception of the additional information when the receiving means automatically receives the additional information.

79. The device of claim 70, wherein the control device instructs the electric apparatus to transmit the additional information.

80. The device of claim 70, further comprising a notifying mechanism configured to notify a user of reception of the additional information when the receiving means receives the additional information that is transmitted in response to an instruction that was issued from the control device.

81. The device of claim 70, wherein the output mechanism outputs that part of the additional information which relates to a channel of current reception of the electric apparatus.

82. The device of claim 70, wherein the output mechanism outputs that part of the additional information which relates to information that will be received by the electric apparatus from a present time onward.

83. A control method for controlling, by transmitting a control signal, an electric apparatus that receives information transmitted via a transmission medium, comprising the steps of:

transmitting the control signal to the electric apparatus;

receiving additional information that has been extracted from the received information and transmitted by the electric apparatus;

outputting the additional information received at said receiving step to a display device;

selecting selected information from the additional information received at said receiving step; and

storing the selected information selected at said selecting step in a memory; and

wherein said receiving step includes the steps of extracting said additional information and transmitting the additional information an extracted at said extracting step for reception at said receiving step,

wherein the additional information includes advertisement information included in the information received by the electric apparatus,

wherein the advertisement information includes coupon information,

wherein the coupon information is stored in said memory when a user selects the coupon information, and

wherein said memory includes an IC card.

84. The method of claim 38, wherein the additional information is an EPG that is included in the information received by the electric apparatus.

85-86 (Canceled).

87. The method of claim 83, wherein the advertisement information includes URL information.

88. The method of claim 83, further including the step of erasing the information stored at said storing step.

89. The method of claim 83, wherein the additional information is advertisement information that is included in the information received by the electric apparatus, and wherein the advertisement information is stored in a prescribed area at said storing step.

90. The method of claim 83, further comprising the step of notifying a user of reception of the additional information when the additional information is automatically received at said receiving step.

91. The method of claim 83, wherein the control device instructs the electric apparatus to transmit the additional information.

92. The method of claim 83, further including the step of notifying a user of reception of the additional information when the additional information that is transmitted in response to an instruction that was issued from the control device is received at said receiving step.

93. The method of claim 83, wherein the step of outputting includes the step of outputting that part of the additional information which relates to a channel of current reception of the electric apparatus.

94. The method of claim 83, wherein the step of outputting includes the step of outputting that part of the additional information which relates to information that will be received by the electric apparatus from a present time onward.

95. A method of controlling, by transmitting a control signal, an electric apparatus that receives information transmitted via a transmission medium, comprising the steps of:

transmitting the control signal to the electric apparatus;

receiving additional information that has been extracted from the information and transmitted by the electric apparatus;

outputting the additional information received at said receiving step to a display device;

selecting selected information from the additional information received at said receiving step;

storing the selected information selected at said selecting step in a memory; and

erasing the selected information stored at said storing step,

wherein said receiving step includes the steps of extracting said additional information and transmitting the additional information extracted at said extracting step for reception at said receiving step,

wherein the additional information includes advertisement information included in the information received by the electric apparatus,

wherein the advertisement information includes coupon information, and

wherein the coupon information is stored in said memory when a user selects the coupon information.

96. The method of claim 95, wherein the additional information is an EPG that is included in the information received by the electric apparatus.

97-98 (Canceled).

99. The method of claim 95, wherein the advertisement information includes URL information.

100. The method of claim 95, wherein the advertisement information is stored in a prescribed area of said first memory at said storing step.

101. The method of claim 95, further including the steps of:

a second selecting step for selecting information from the second memory; and

a second transmitting step for transmitting the information selected at said second selecting step to a second electric apparatus.

102. The method of claim 101, wherein the second electric apparatus is a recording apparatus, and wherein the recording apparatus performs a recording reservation based on the information transmitted from the control device.

103. The method of claim 101, wherein the second electric apparatus is a personal computer, and wherein the personal computer accesses a server based on the information transmitted from the control device.

104. The method of claim 95, further comprising the step of notifying a user of reception of the additional information when the additional information is automatically received at said receiving step.

105. The method of claim 95, wherein the control device instructs the electric apparatus to transmit the additional information.

106. The method of claim 95, further including the step of notifying a user of reception of the additional information when the additional information that is transmitted in response to an instruction that was issued from the control device is received at said receiving step.

107. The method of claim 95, wherein the step of outputting includes the step of outputting that part of the additional information which relates to a channel of current reception of the electric apparatus.

108. The method of claim 95, wherein the step of outputting includes the step of outputting that part of the additional information which relates to information that will be received by the electric apparatus from a present time onward.

109. The device of Claim 33, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

110. The medium of Claim 47, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

111. The method of Claim 48, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

112. The apparatus of Claim 49, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

113. The method of Claim 53, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

114. The medium of Claim 54, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

115. The method of Claim 55, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

116. The device of Claim 56, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

117. The device of Claim 70, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

118. The method of Claim 83, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

119. The method of Claim 95, wherein the coupon information is provided to the electric apparatus as a component of a content signal.

IX. EVIDENCE APPENDIX

NONE

X. RELATED PROCEEDINGS APPENDIX

NONE